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Please find below and/or attached an Office communication concerning this application or proceeding.

	Application No.	Applicant(s)		
Office Action Summanu	09/751,081	MOYER, MIKE	MOYER, MIKE	
Office Action Summary	Examiner	Art Unit	1 11 1	
	Yogesh C Garg	3625	MU	
The MAILING DATE of this communication app Period for Reply	pears on the cover sheet with	the correspondence ac	ldress	
A SHORTENED STATUTORY PERIOD FOR REPL' THE MAILING DATE OF THIS COMMUNICATION.  - Extensions of time may be available under the provisions of 37 CFR 1.1 after SIX (6) MONTHS from the mailing date of this communication.  - If the period for reply specified above is less than thirty (30) days, a repl - If NO period for reply is specified above, the maximum statutory period  - Failure to reply within the set or extended period for reply will, by statute Any reply received by the Office later than three months after the mailing earned patent term adjustment. See 37 CFR 1.704(b).	36(a). In no event, however, may a rep y within the statutory minimum of thirty ( will apply and will expire SIX (6) MONTH , cause the application to become ABAI	ly be timely filed (30) days will be considered time IS from the mailing date of this on NDONED (35 U.S.C. § 133).		
Status				
<ul> <li>1) Responsive to communication(s) filed on 12 A</li> <li>2a) This action is FINAL.</li> <li>2b) This</li> <li>3) Since this application is in condition for alloware closed in accordance with the practice under E</li> </ul>	action is non-final.	• •	e merits is	
Disposition of Claims				
4) ☐ Claim(s) 1-30 is/are pending in the application 4a) Of the above claim(s) is/are withdra  5) ☐ Claim(s) is/are allowed.  6) ☐ Claim(s) 1-30 is/are rejected.  7) ☐ Claim(s) is/are objected to.  8) ☐ Claim(s) are subject to restriction and/or	wn from consideration.			
Application Papers				
9) The specification is objected to by the Examine 10) The drawing(s) filed on is/are: a) accomplicant may not request that any objection to the Replacement drawing sheet(s) including the correct 11) The oath or declaration is objected to by the Example 11.	epted or b) objected to by drawing(s) be held in abeyance tion is required if the drawing(s	e. See 37 CFR 1.85(a). ) is objected to. See 37 C		
Priority under 35 U.S.C. § 119				
12) Acknowledgment is made of a claim for foreign a) All b) Some * c) None of:  1. Certified copies of the priority document 2. Certified copies of the priority document 3. Copies of the certified copies of the priority application from the International Burea * See the attached detailed Office action for a list	s have been received. Is have been received in Apprity documents have been re In (PCT Rule 17.2(a)).	plication No eceived in this National	l Stage	
Attachment(s)  1) Notice of References Cited (PTO-892)  2) Notice of Draftsperson's Patent Drawing Review (PTO-948)  3) Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date	Paper No(s)/	mmary (PTO-413) Mail Date ormal Patent Application (PTo -	O-152)	
J.S. Patent and Trademark Office PTOL-326 (Rev. 1-04)  Office A	ction Summary	Part of Paper No./Mail D	——————————————————————————————————————	

ALEMAN TRAPERS AS

#### **DETAILED ACTION**

#### Response to Amendment

1. The applicant's amendment received on April 12, 2004 is acknowledged. The applicant has amended claims 1-20 and added new claims 21-30. Currently claims 1-30 are pending for examination.

### Response to Arguments

2.1. Applicant's arguments, see remarks, page 9, filed on April 12, 2004 concerning rejection of claims 11-19 under 35 U.S.C. 101 have been fully considered but they are not persuasive. Claims 11-19 were rejected under 35 U.S.C. 101 were rejected because they did not recite that the computer executable code is embedded in a structure. The currently amended claims 11-19 still do not recite that the computer executable code is embedded in a structure. The examiner suggests to replace the limitation, "computer code configured to" in claim 11 with -----A computer useable medium having a computer code embedded and configured to--- to overcome rejection of claims 11-19 under 35 U.S.C. 101.

In view of the foregoing, rejection of claims 11-19 and newly added dependent claim 30 under 35 U.S.C. 101 is maintained.

2.2. The examiner acknowledges the currently amended drawings (Figs. 1A, 1B and1C) and they are accepted.

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2.3. Applicant's arguments, see remarks pages 9-12, filed on April 12, 2004 concerning rejection of independent claims 1, 11 and 20 under 35 U.S.C. 102 (e) as being anticipated by the reference Schachne have been fully considered but they are not persuasive. The applicant argues that Schachne does not teach the amended limitation, "displaying at least one secondary product or service associated with the primary product or service utilizing the network prior to concluding a transaction for the primary product or service ". The examiner respectfully disagrees because Schachne does suggest displaying at least one secondary product or service associated with the primary product or service utilizing the network prior to concluding a transaction for the primary product or service, see at least the following segments of Schachne:

# (a) Page 1, paragraphe 0005

# (b) Pages 2-3, paragraphes 0021-0024

Note: The above segments clearly suggests that the offering of second item is presented to the user on knowing his intention to conclude the business transaction for the first item but **not** after the conclusion of business transaction for the first item. This

<sup>&</sup>quot;An offer to conduct a second, different potential business transaction is presented to the customer after obtaining the sufficient information from the customer and **determining that the customer intends to conclude the first potential business transaction**. "

<sup>&</sup>quot;Upon this determination and if the customer has provided sufficient information to conduct the business transaction, an offer is presented to the customer to enter a second business transaction different from the previous business transaction (step 84). The offer can be presented by a pop-up window on the screen 30 of the computer system 10 or by a new display screen.

[0022] .... This digital information can be transmitted to the computer system 10 when the customer acquires the order form or after the software program determines that the customer intends to conclude the previous business transaction. [0023] ....... For example, if the previous business transaction is a purchase of a certain book, then the second, different business transaction can be for the purchase of another book by the same author or on the same topic.

[0024] FIG. 4 shows an exemplary pop-up window 114 containing the offer 116 superimposed on the order form 48.

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limitation is further suggested in Schachne when he suggests that the offering for second item is made at the time of the user acquiring the order form 48 to fill in details for the purchase of the first item.

The rejection of dependent claims 2-10, 12-19, and 21-30 is also maintained for the same reasons as discussed above for the independent claims.

This is a Final rejection.

## Claim Rejections - 35 USC § 101

#### 3. 35 U.S.C. 101 reads as follows:

Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

Claims 11-19 and 30 are rejected under 35 U.S.C. 101 because the claimed inventions are inoperative and therefore lacks utility. Exemplary claim11 recites a computer code configured to implement intended functions of receiving a request, displaying the primary product, etc. which are capable of interacting with each other but are not embedded in a structure. The computer code is rendered non-functional and inoperative because there is nothing in the claimed invention to impart functionality to these configured computer codes. Note that functionality of the computer executable codes is realized only, when they are embedded in a structure and acted upon by a processor or a computing device. When claims are directed to disembodied data structure, such as claim 11 which is per se not statutory. C.f. In re Wamerdam.

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The examiner suggests to redraft the claim to include a computer readable medium so that the claimed software in combination with a computer readable medium will be capable of producing a useful, concrete and tangible result. A claim to a computer readable medium encoded with functional descriptive material that can function with a computer to effect a practical application that results in a useful, concrete and tangible result (i.e. running an assembly line or executing a stock transaction) satisfies Section 101. See U.S. Patent 5,710,578 to Beauregard etc. These are merely stored to be read or outputted by a computer without any functional interrelationship, and thus do not impart functionality to the computer, i.e., they are not computer components. Examples of Non-Functional Descriptive Material: Music, Literature, Art, Photographs, Data base per se are directed to neither a "process" nor a "machine," but rather embraces or overlaps two different statutory classes of invention set forth in 35 U.S.C. 101 which is drafted so as to set forth the statutory classes of invention in the alternative only. Id. at 1551.

The examiner suggests to replace the limitation, "computer code configured to" in claim 11 with -----A computer useable medium having a computer code embedded and configured to--- to overcome rejection of claims 11-19 under 35 U.S.C. 101. This deficiency is also present in each of the dependent claims 12-19 and 30.

# Claim Rejections - 35 USC § 102

- 4. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:
  - (e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under

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the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

Claims 1, 3-10, 11, 13-20, and 22- 30 are rejected under 35 U.S.C. 102(e) as being anticipated by Schachne.

Regarding claim 1, Schachne teaches a computer-implemented method for conducting business over a network utilizing a graphical user interface (see at least abstract, and page 1, paragraphs 0005-0006), comprising the steps of:

- (a) receiving a request indicating a primary product or service utilizing a network (see at least FIG.3, "72—Request Product Info From Computer Site", and page 2, paragraphs 0018-0019, "FIG.3 shows a flow chart ....... To initiate a business transaction over the network 18, the customer using the computer system 10 requests access to a web page of the seller stored on the server system 14 (step 72). In response to this request, the server system 14 transmits the requested web page to the computer system 10 (step 74).......". Note: In Schachne the step 72 of requesting product information via network 18 corresponds to the claimed limitation. "The product" is Schachne corresponds to a primary product/service.).

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(c) displaying at least one secondary product or service associated with the primary product or service utilizing the network prior to concluding a transaction for the primary product or service in response the request ( see at least FIG.3, "84—Make An Offer To The Customer To Conduct A Second Different Transaction ", page 1, paragraph 005, page 2, paragraph 0022-page 3, paragraph 0024, " ...... an offer is presented to the customer to enter a second business transaction different from the previous business transaction (step 84). The offer can be presented by a popup window on the screen 30 of the computer system 10 or by a new display screen. .....[0023] Presenting this offer at the moment the customer intends to conclude the previous business transaction generates one more opportunity for the seller to gain a sale from the customer...... In one embodiment, the offer can involve subject matter that is related to subject matter of the previous business transaction....... FIG. 4 shows an exemplary pop-up window 114 containing the offer 116 superimposed on the order form 48. ". Note: In Schachne, the displaying of second business transaction related to the first business transaction corresponds to displaying one secondary product or service associated with the primary product/service. The above segments clearly suggests that the offering of second item is presented to the user on knowing his intention to conclude the business transaction for the first item but not after the conclusion of business transaction for the first item. This limitation is further suggested in Schachne when he suggests that the offering for second item is made at the time of the user acquiring the order form 48 to fill in details for the purchase of the first item. ).; and

(d) allowing a user to select the at least one secondary product or service utilizing the network (see at least FIG.4, " 118-Accept, 122-Reject " and page 3,

paragraph 0024, "..FIG. 4 shows an exemplary pop-up window 114 containing the offer 116 superimposed on the order form 48. The offer 116 can include a graphical button 118 for accepting the offer and another graphical button 122 for rejecting the offer. In another embodiment, the offer 116 can be displayed on a new screen display. ". Note: In Schachne, the step of allowing the user to accept an offer 116, which can be either that is primary or secondary, corresponds to allowing a user to select at least one secondary product or service as claimed. Also see page 3, paragraph 0025, which is directed to the concluding of secondary product/service).

Regarding claim 3, Schachne teaches a computer-implemented method offering a secondary product/service to a user over a network, as analyzed and disclosed in claim 1 above. Schachne further comprises providing a check out icon on the graphical user interface, wherein selecting the check out icon produces a check out interface that lists the primary product or service and any secondary product or service selected by the user for purchase (see at least page 3, paragraphs 0024-0026, ".....The offer 116 can include a graphical button 118 for accepting the offer ......... In another embodiment, the offer 116 can be displayed on a new screen display. [0025] Referring again to FIG. 3, when the customer accepts the offer, this concludes the second business transaction without requiring the customer to submit additional customer information or reply to any queries or make any other selections or responses (step 88). ....... [0026] Because this process requires no further action from the customer to complete the proposed second business transaction, the relative ease of conducting business transactions may entice the customer to accept the offer, and consequently stimulates business. ". Note: In Schachne, "a graphical button 118 for accepting the offer" corresponds to the check out button as claimed. By selection of this button the system links to the check out interface

so that the process requires no further action from the customer to complete the purchase transaction for both primary and secondary products/services selected by the consumer.).

Regarding claim 4, Schachne teaches a computer-implemented method offering a secondary product/service to a user over a network, as analyzed and disclosed in claim 1 above. Schachne further discloses the step of providing an add icon on the graphical user interface, wherein selecting the add icon adds the primary product or service and any secondary product or service selected by the user to an electronic shopping basket (see at least page 3, paragraphs 0024-0026, ".....The offer 116 can include a graphical button 118 for accepting the offer ........ In another embodiment, the offer 116 can be displayed on a new screen display. [0025] Referring again to FIG. 3, when the customer accepts the offer, this concludes the second business transaction without requiring the customer to submit additional customer information or reply to any queries or make any other selections or responses (step 88). ...... [0026] Because this process requires no further action from the customer to complete the proposed second business transaction, the relative ease of conducting business transactions may entice the customer to accept the offer, and consequently stimulates business. ". Note: In Schachne, "a graphical button 118 for accepting the offer" corresponds to the add on button as claimed. By selection of this button the system inherently adds the items selected, which include both primary and secondary because after clicking this icon the process requires no further action from the customer to complete the purchase transaction for both primary and secondary products/services selected by the consumer.).

Regarding claim 5, Schachne teaches a computer-implemented method

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offering a secondary product/service to a user over a network, as analyzed and disclosed in claim 1 above. Schachne further discloses that the user selects the at least one secondary product or service by selecting a check box (see at least FIG.4, " 118-Accept, 122-Reject" and page 3, paragraph 0024, "...FIG. 4 shows an exemplary pop-up window 114 containing the offer 116 superimposed on the order form 48. The offer 116 can include a graphical button 118 for accepting the offer and another graphical button 122 for rejecting the offer. In another embodiment, the offer 116 can be displayed on a new screen display. " . Note: In Schachne, the step of allowing the user to accept a secondary offer 116 by pressing a graphical button 118 for accepting the offer corresponds to selecting a check box as claimed because in any case the box is to be clicked to indicate selection.).

Regarding claim 6, Schachne teaches a computer-implemented method offering a secondary product/service to a user over a network, as analyzed and disclosed above in claim 1. Schachne further discloses that the user deselects the at least one secondary product or service by selecting the check box again (see at least FIG.4, "118-Accept, 122-Reject" and page 3, paragraph 0024, "...FIG. 4 shows an exemplary pop-up window 114 containing the offer 116 superimposed on the order form 48. The offer 116 can include a graphical button 118 for accepting the offer and another graphical button 122 for rejecting the offer. In another embodiment, the offer 116 can be displayed on a new screen display. " . Note: In Schachne, the step of allowing the user to reject a secondary offer 116 by pressing a graphical button 122 again for rejecting the offer corresponds to deselecting the offer 116 for secondary product/service).

Regarding claim 7, Schachne teaches a computer-implemented method

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Regarding claim 8, Schachne teaches a computer-implemented method offering and displaying a secondary product/service related to a primary product/service to a user over a network, as analyzed and disclosed in claim 1 above. Schachne, further, shows displaying a plurality of additional primary products or services on the graphical user interface (see at least page 2, paragraph 0015, " In this embodiment, the web pages stored on the server system 14 include a plurality of web pages designed by a business association that advertise business offerings (e.g., products and services) of the business association. Some of these web pages are designed to conduct business transactions so that potential customers using remote computer systems, such as the computer system 10, can access these web pages, browse the business offerings, and submit purchase orders across the

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network 18. A business transaction includes taking by sale, lease, premium, gift, or any other voluntary transaction between a potential customer and a business association that gives the customer an interest in a business offering of the business association. ". Note: Here, Schachne discloses that the system offers a plurality of products/services for sale and therefore, keeping in view the teachings of claim 1, Schachne can display a plurality of additional primary products or services related to the primary products or services on the graphical user interface.).

Regarding claim 9, Schachne teaches a computer-implemented method offering and displaying a plurality of additional primary products or services related to the primary products or services on the graphical user interface as analyzed and disclosed in claim 8 above. Schachne further suggests providing a link to an additional graphical user interface featuring the additional primary products or services (see at least page 3, paragraphs 0024-0025, " FIG. 4 shows an exemplary pop-up window 114 containing the offer 116 superimposed on the order form 48. The offer 116 can include a graphical button 118 for accepting the offer ..... In another embodiment, the offer 116 can be displayed on a new screen display. [0025] Referring again to FIG. 3, when the customer accepts the offer..... The computer system 10 signals the server system 14 of the acceptance, and transmits the customer information, if not previously transmitted. ...... If the offer originated from a server system other than the server system 14, then the computer system 10 can communicate the acceptance of the customer and the customer information with that other server system 16, directly or via the server system 14, and that other server system 16 can use the customer information to conclude the second business transaction. ". Note: In Schachne, accepting the offer by clicking the graphical button 118 corresponds to selection of an icon indicative of the additional primary products/services and linking to another server system 16 via existing server system 14 corresponds to linking to an additional graphical user interface featuring the

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additional primary products or services. The secondary business transaction, in Schachne, relates to additional primary products/services, see at least paragraph page 3, paragraph 0023, "In another embodiment, the subject matter of the offer can be unrelated to the subject matter of the previous business transaction. A different business association than the business association of the previous business transaction may be presenting the offer. "When the offer for products/services is not related to the earlier product then the offer constitutes for additional primary products/services.)

Regarding claim 10, Schachne teaches a computer-implemented method offering and displaying a secondary product/service related to a primary product/service to a user over a network, as analyzed and disclosed in claim 1 above. Schachne, further, shows that the secondary product or service is intended to be used with the primary product or service (see at least page 3, paragraph 0023, ".......Presenting this offer at the moment the customer intends to conclude the previous business transaction generates one more opportunity for the seller to gain a sale from the customer, particularly if the offer brings to the attention of the customer an item of potential or known interest that may have been overlooked. In one embodiment, the offer can involve subject matter that is related to subject matter of the previous business transaction. For example, if the previous business transaction is a purchase of a certain book, then the second, different business transaction can be for the purchase of another book by the same author or on the same topic...... ". Note: In Schachne, the previous business transaction corresponds to primary products/services and second, different business transaction corresponds to the secondary products/services related to the primary products/services. In the illustrated example Schachne, discloses that the secondary offer for a book is also related to the same topic as the previous book and thus the user using the previously purchased book will also use/consult/read the second

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book as it is related to the same topic. ).

Regarding claim 11, all the intended functions of the computer program product code are directed to the same functions as recited in the steps of method claim 1.

Therefore, claim 11 is rejected as anticipated by Schachne on the basis of same rational as discussed for claim 1 above.

Regarding claims 13-19, and 30, all the intended functions of the computer program product codes are directed to the same functions as recited in the steps of method claims 3-10. Therefore, claims 13-19 and 30 are rejected as anticipated by Schachne on the basis of same rational as discussed for claims 3-10 above.

Regarding claim 20, all the intended functions of the system for conducting business over a network utilizing a graphical user interface are directed to the same functions as recited in the steps of method claim 1 except for reciting the use of a web server providing and displaying product information via web documents, which are accessible by the web server. The reference Schachne teaches the use of web server and providing and displaying product information via web documents, which are accessible by the web server (see at least page 1, paragraph 0012, " The network 18 can be a large international network (e.g., the Internet or the World Wide Web) or a small local area network (LAN) that includes a plurality of other computer and server systems (i.e., web sites). Many web sites maintain information including text files, graphics files, and executable scripts (e.g., applets) that can be collectively stored as "Web pages." Each Web page provides a graphical representation of text and images designed by the designer of that Web page. Some of the other systems on the network 18 can be gateway computers (not shown), maintained by an Internet service provider, e.g., Earthlink, which provides access to the

information on the other web sites and, in particular, to the server system 14 "). Therefore, claim 20 is rejected as anticipated by Schachne on the basis of same rational as discussed for claim 1 above.

Regarding claims 22-29, their limitations are parallel to those of method claims 3-10. Therefore, claims 22-29 are rejected as anticipated by Schachne on the basis of same rational as discussed for claims 3-10 above

## Claim Rejections - 35 USC § 103

- 5. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:
  - (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

Claims 2, 12, and 21 are rejected under 35 U.S.C. 103(a) as being unpatentable over Schachne and in view of Sparks et al., hereinafter, referred to as Sparks.

Regarding claim 2, Schachne teaches a computer-implemented method offering and displaying primary and secondary products/services to a user over a network, as analyzed and disclosed in claim 1 above.

Schachne does not disclose comprising providing a shopping cart icon on the graphical user interface, wherein selecting the shopping cart icon produces a shopping cart interface that lists the primary product or service and any secondary product or

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service selected by the user for reviewing the selected products or services prior to purchase. However, in the field of same endeavor, that is electronic commerce, Sparks teaches comprising providing a shopping cart icon on the graphical user interface, wherein selecting the shopping cart icon produces a shopping cart interface that lists the primary product or service and any secondary product or service selected by the user for reviewing the selected products or services prior to purchase (see at least FIG.3, "80-cart" and col.5, lines 48-49, "...placing retrieved images in a "shopping cart" for purchase, by clicking on button 80". Note: In Sparks, clicking on button 80 corresponds to the step of linking to a shopping cart icon in response to the selection of a shopping cart icon on the graphical user interface as claimed. Further, placing the retrieved images in the "shopping cart" for purchase corresponds to listing the purchased products, both primary and secondary before purchase, as claimed.).

In view of Sparks, it would have been obvious to a person of an ordinary skill in the art at the time of the invention to have modified Schachne to incorporate the concept of Sparks of listing the purchased items in the shopping cart by clicking a shopping cart icon because it was well-known at the time of the applicant's invention to use shopping cart while buying products/services on-line to hold/list the purchased items just the same way a consumer does physically when making purchases in a departmental store and holding a physical cart before making the final check-out so that a person could add or delete some of the listed items before making a payment.

Regarding claims 12 and 21, their limitations are parallel to those of method claim 2 and are rejected as being unpatentable over Schachne and further in view of Sparks on the basis of same rational as discussed for claim 2 above.

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#### Conclusion

6. THIS ACTION IS MADE FINAL. Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Yogesh C Garg whose telephone number is 703-306-0252. The examiner can normally be reached on M-F(8:30-4:00).

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Vincent A Millin can be reached on 703-308-1065. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should

you have questions on access to the Private PAIR system, contact the Electronic

Business Center (EBC) at 866-217-9197 (toll-free).

Yogesh C Garg Primary Examiner Art Unit 3625

YCG July 23, 2004